

ABSTRACT

5 A Virtual Reseller Credit Program implemented, at least in part, over a
electronic communication media that includes an employed customer seeking to finance
the purchase of a product, an employer, a lender, and a credit-risk reducer that may be
credit insurance or a recourse reserve fund. The lender's decision to fund the employed
customer may be based, at least in part, on the employed customer's employment (and the
10 employer's agreement to use automatic payroll deductions) and/or the presence of the
credit-risk reducer. In one preferred embodiment of the invention, a virtual reseller is
used to order and deliver, sometimes using third parties, the product on behalf of the
employed customer. The virtual reseller may also monitor repayment of the credit and
automatically detect late payments.